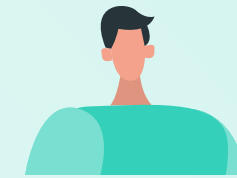
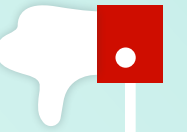


# DOS & DON'TS of SaaS Negotiation



## DON'T



### ENTER NEGOTIATIONS ALONE

You can get experience on your side by hiring support for your negotiation.

OFFER 1



### SETTLE FOR INACCURATE INFORMATION

Be thorough and comprehensive as you prepare for SaaS negotiations.

### ACCEPT THE FIRST OFFER

Skip the first offer and move to a second round. Their first offer isn't their best offer.

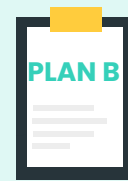


## DO



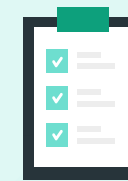
### TAKE CONTROL OF TIME

Starting negotiations as early as possible will give you a clear advantage.



### CREATE A BACKUP PLAN

Check competitor's price that is lower or otherwise more favorable.



### BE PREPARED

Create a strategic plan to bring the best possible outcome for your company.



### FOCUS ON SMALL GOALS

Break the negotiation into small goals and focus on meeting those ones.



### PLAN THE UNEXPECTED

Make key decisions that limit your risk. Things may change over the process.



### DO THE RIGHT QUESTIONS

Ask specific questions and get answers in writing. Don't assume anything!



### UNDERSTAND YOUR COMPANY NEEDS

Difference between must-haves and nice-to-haves when you're negotiating.



### RATIONALE FOR LOWER PRICES

SaaS providers always have flexibility to provide discounts.



### THINK WHAT YOU'LL SAY

Plan out what you'll say before the negotiations begin.



### FIND BALANCE

Many negotiators are either too friendly or too tough. It's important to strike a balance.